

Forging the Link Between Food and Good Health

A Special Initiative of the
National Museum of Health and Medicine

Each year, millions of Americans visit Washington, D.C. to enrich their understanding of our nation's history, its people, its accomplishments and its place in the world.

Most Visit Institutions On Or Near The Mall

Attraction	Visitors
National Air and Space Museum	7,870,000
National Museum of American History	5,553,000
National Museum of Natural History	6,670,000
U. S. Capitol	3,000,000

Yet, none of these institutions offers insight and inspiration about a critical aspect of our lives and our leadership as a nation: Health and Medicine

The National Museum of Health and Medicine

A focal point for increasing understanding of the human body, the miracle of medical research and discovery and the importance of making healthy lifestyle choices.

The National Museum of Health and Medicine

- A private/public partnership
- Spearheaded by C. Everett Koop, M.D.
- Filling a critical educational void

This Dynamic Institution Will:

- Convey the excitement of exploring and understanding the workings of the human body
- Teach people how to benefit from growing knowledge of what influences health
- Increase understanding of medical science
- Place health and disease in a cultural , historical and social context
- Influence young people to consider careers in healthcare and related sciences

Prevention: An Important Museum Priority

“We can no longer ignore the fact that, individually and as a nation, prevention is the single most important factor in maintaining good health...”

Healthy People 2000

The National Museum of Health and Medicine

Six Primary Exhibit Galleries

- The Body
- Good Health
- Generations
- Life at the Limits
- Life Cycles
- Health Care

Four Smaller Focus Galleries

Food and Nutrition Gallery

- A major gallery linked to Good Health section
- 4,500 sq feet of exhibit space

Food and Nutrition Gallery:

An Opportunity to Showcase The Link Between Food and Good Health

- Food and nutrition presented in preventive health context
- An emerging area of science highlighted
- Consumers engaged to think about foods in new ways

Food Exhibits From Major Science Museums Offer Inspiration

■ Chicago	"Food for Life"	7,700 sq. ft.
■ Pittsburgh	"Eating"	5,500 sq. ft.
■ Los Angeles	"Foodworks"	1,200 sq. ft.
■ Toronto	"The Food Show"	10,000 sq. ft.

Exhibits Would Meet Key Criteria

- A variety of learning opportunities
- Layers of information, involving those new to the subject and those seeking more depth
- Visitor interaction and involvement
- Compelling design, able to attract and engage visitors and effectively communicate

Food and Nutrition Exhibits

Choose well, Be well

An interactive exhibit that gives consumers a chance to make choices among various meal options to maximize nutritional value or suit special needs, such as pregnancy or weight control.

Label Literacy

Display featuring supermarket shelves with oversized product labels. Consumers play a timed game to find information on the label to answer questions they hear from recorded voice.

Weight Watcher

Full sized imaging machine which allows consumers to tell what they would look like if they gained or lost significant weight. Ideal weight provided on a computer printout.

Pyramid Power

A dramatic three dimensional display of the Food Guide Pyramid featuring foods from each group. One section of the exhibit designed especially for kids would allow them to choose various food building blocks to create their own recommended daily food plan.

Future Food

A display featuring technological and other advances in the food area which have introduced new foods and ingredients to consumers. Examples could include healthful grains such as psyllium, fat and sugar substitutes, products of food biotechnology.

Getting Off the Ground

Two Government Agencies Have Spearheaded Development Efforts and Will Provide Support

- U.S. Department of Health and Human Services
 - National Museum of Health and Medicine to be located next to DHHS and supported by the agency.
- U.S. Department of Defense
 - National Museum of Health and Medicine inspired by, and linked to, Army Medical Museum founded in 1862

Getting Off the Ground

A private foundation has been established as a 501(C)(3) organization to accept tax-deductible contributions from potential supporters

National Health and Medical
Museum Foundation

Getting Off the Ground

Major health professional societies are also on board

- American Psychiatric Association
- American Medical Association
- College of American Pathologists

Getting Off the Ground

Initial private funding has been provided by pharmaceutical companies

- Upjohn
- G.D. Searle
- Sandoz Pharmaceuticals
- SmithKline Beecham
- Merck
- Johnson & Johnson
- Schering-Plough
- Novo Nordisk

Getting Off the Ground

The Food Industry Can Play a Critical Role

- Assure prevention receives proper emphasis within the Museum
- Maximize exposure for diet and health topics
- Help shape the exhibit content and format

Benefits of Involvement

- Recognition for your company
- Participation in Food and Nutrition advisory group
- Special relationship with the Museum

Commitment

Gallery Founders: \$500,000

Contributions support exhibit development,
installation and maintenance

- Tax deductible contribution
- Payable over three years

What Your Funds Cover

Exhibit Design and Installation	\$1,980,000
Exhibit Maintenance (5 Years)	\$1,020,000
Exhibit Guide, Educational Materials	\$ 500,000
Traveling Exhibit, Advertising and Promotion	<u>\$1,500,000</u> \$5,000,000

What We'd Like You to Do Today

- Make a commitment to support the museum
- Agree to have your company review background materials and discuss options with staff
- Let us know what you think needs to be done to secure food industry support